

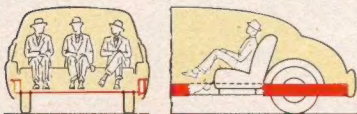
Hudson Custom Commodore Sedan pictured in the luxuriously modern Hotel Statler, Washington, D. C.

Here's a long look ahead— the modern design for '49 new **Hudson**



Illustrated above—Interior, Hudson Commodore Club Coupe, typical of the roomy, luxurious interiors in all New Hudsons.

TRY AUTOMATIC GEAR SHIFTING in forward speeds as provided by Hudson's Drive-Master transmission—by far the easiest of all ways to drive. You can accelerate as long and as fast as you like in pick-up gear, then lift your toe momentarily, and you're in high. The shift into high comes *only* when you are ready! Button control on the instrument panel provides instant change to conventional driving if ever desired. Drive-Master transmission is optional on all New Hudsons at small extra cost.



HUDSON FLOORS are recessed down within the frame (shown in red above), full-height seats are lowered, so you get more than ample head room in this car with the new, lower center of gravity.

YOU RIDE DOWN within a base frame (shown in red above), and rear seats are positioned ahead of the rear wheels so that full body width becomes available for wonderfully roomy seats—four inches wider than the car is high. Box-section steel girders encircle and protect the passenger compartment.

You can see and drive it today—the new Hudson with the "step-down" design that is years ahead of the parade—the design that provides streamlined beauty, roominess, comfort, riding qualities and safety available in no other type of automobile!

ONLY once in a blue moon does a car step so far out ahead that it is a *protected investment* in motor-car value. You are invited to see just such a car—the New Hudson with "The modern design for '49"—and for years to come!

Here is truly streamlined beauty—a stunning combination of free-flowing, low-built lines that develop naturally out of a recessed floor which is the key to a basically new and exclusive design principle.* The New Hudson is the only car you step *down* into.

The development of a "step-down" zone in an exclusive, all steel Monobilt body-and-frame† permits Hudson to build the *lowest car on the highway*—only five feet from ground to top—while maintaining *more* interior head room than in any mass-produced car built today!

But no amount of just looking at this gorgeous

*This new design principle is fully explained in an illustrated booklet available without charge at the nearest Hudson dealer's.

†Trade-mark and patents pending.

streamlined beauty—as inviting as it is—can equal the thrill of a Hudson ride!

Hudson has a hug-the-road way of going on every conceivable kind of highway. Once you see how this car takes even the sharpest curves, it will just naturally spoil you for any other type of automobile!

This remarkable ride is largely due to the fact that the New Hudson provides the lowest center of gravity in any American stock car—yet road clearance is ample! *It is a widely recognized fact that the lower to the ground a car can be built, the more stability it will have and the safer it will be.*

You sense a delightful conformity to the road the minute you begin to ride, and this stability, plus the protection of riding encircled by a sturdy box-section steel frame, gives you a grand feeling of safe well-being. This feeling is further enhanced by the ease with which this car is operated, and the restful quiet with which Hudson glides along—thanks to the superb sound control engineered into this advanced automobile!

We cordially invite you to investigate and drive the car with "The modern design for '49". The nearest Hudson dealer will make it possible for you to discover for yourself the many advantages of Hudson's fabulous "step-down" design. Hudson Motor Car Company, Detroit 14.

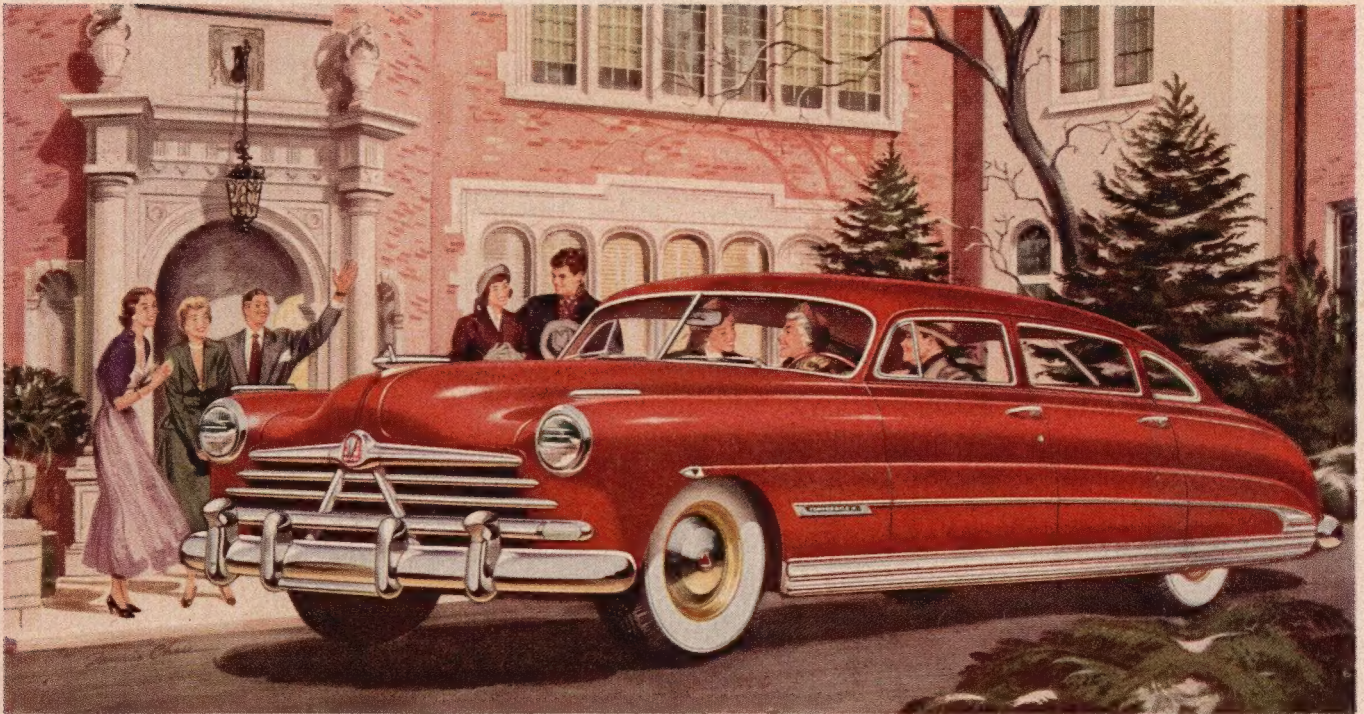
Eight body styles in Super Series and Commodore Custom Series. Your choice, 121 h.p. all-new Super-Six or 128 h.p. masterful Super-Eight engine. Super-Cushion tires. Ten rich body colors. Two special colors or five two-tone combinations—white sidewall tires—at extra cost.

**THE ONLY CAR YOU STEP
DOWN INTO**



Announcing **NEW 1950 HUDSONS**

WITH "THE NEW STEP-DOWN RIDE"



Illustrated—Custom Commodore Series 4-Door Sedan

Here are 1950's most beautiful automobiles • The only cars with "step-down" design, which provides America's lowest center of gravity, and the steadiest road-hugging ride ever known • Along with more room than in any other car • Here's the added safety of Hudson's exclusive Monobilt body-and-frame* • The high-compression performance of America's most powerful Six • Or an even more powerful Eight • And all-range Super-matic Drive† • Here, in short, are unique features that enable Hudson alone to bring you "The New Step-Down Ride"!

†Optional at extra cost.

*Trade-mark and patents pending.

They're ready for you now!

Beautiful, streamlined New Hudsons for 1950 that afford you an exciting motor-ing experience—"The New Step-Down Ride"!

This is the delightfully different kind of ride that cradles you in the lowest-built car of them all!

You instantly see that these New Hudsons have the lowest center of gravity in any American automobile—and as a result, you know instinctively as you view them, that they hug the road more tenaciously and are therefore America's best-riding, safest cars!

You quickly see, too, that these low-built Hudsons for 1950 have full road clearance, and more head room than in any mass-produced car—thanks to "step-down" design with its recessed floor!

And amazing head room is only one kind of spaciousness you'll find in these great

cars! Through "step-down" design and ingenious use of space that is wasted in other makes, these new, streamlined Hudsons of normal exterior width bring you seat cushions that are *up to 12 inches wider* than those in cars of greater outside dimensions!

In fact, you'll find the New Hudson has more room than any other car.

And, you'll enjoy the high-compression, get-up-and-go performance of your choice of two of the greatest engines in a long line of great Hudson engines—the Super-Six, America's most powerful Six, or the even more powerful Super-Eight!

But all of this only highlights "The New Step-Down Ride"—an experience so delightfully different you have to try it yourself to fully appreciate it! Your Hudson dealer invites you to try these great new cars soon. Hudson Motor Car Company, Detroit 14.



AVAILABLE WITH NEW **SUPER-MATIC DRIVE†**

Hudson brings you no-shift driving with Super-matic Drive, which includes the fuel economy of overdrive—the only transmission that shifts gears for you just as you want, doesn't creep when starting or after stops, doesn't slip as you roll along, and can be converted to manual operation at the touch of a button.

★ ★ ★

ONLY HUDSON, THE CAR WITH "THE NEW STEP-DOWN RIDE", BRINGS YOU THESE ADDITIONAL FEATURES . . . Chrome-alloy motor blocks which minimize wear and reduce upkeep costs . . . **Triple-Safe Brakes**—finest hydraulic system with reserve mechanical system on same pedal, plus finger-tip-release parking brake . . . **Fluid-Cushioned Clutch** . . . **Wide-arc vision** with Curved Full-View windshield and rear window . . . **Weather-Control†**—Hudson's heater-conditioned-air system . . . **Super-Cushion tires** . . . **Safety-Type** wide rims . . . **Center-Point Steering** and more than 20 other high-performance, long-life features that help make "step-down" designed Hudsons leaders in resale value, coast to coast, as is shown by Official Used Car Guide Books!

†Optional at extra cost.

NOW — 3 GREAT SERIES

Custom Commodore, Famous Super, Lower-Priced Pacemaker

Added resale value in luxurious worsted wool or nylon interiors with crackproof, scuffproof Dura-fab trim.

Low upkeep costs and longer car life, due to extra-sturdy construction that protects against road shock and strain.

Quiet, steady going in an all-welded, single-unit Monobilt body-and-frame* with exclusive recessed floor.

Marvelously smooth power from the only engine precisely balanced as a unit.

Hudson's traditionally brilliant performance with oversized, high-compression, high-powered engine.

Unusual security from the only hydraulic brakes with a reserve mechanical system on same pedal.

Exceptional protection with box-section steel girders completely surrounding the passenger compartment—a Hudson exclusive.

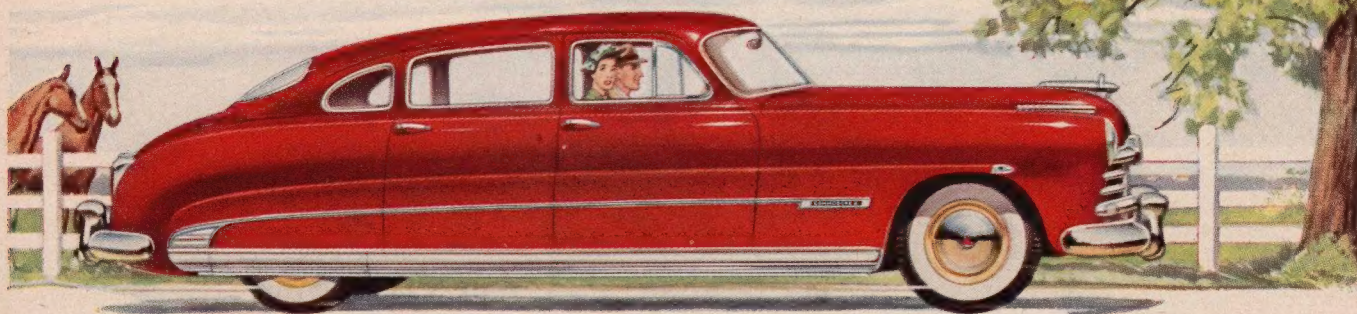
"Like-new" performance over thousands of extra miles because Hudson uses more costly metal alloys.

Increased economy and longer engine life from the industry's only pinned-in-position piston rings.

Minimum wear and repair over long engine life because of chrome-alloy engine block—toughest in the industry!

Built-In Brawn Plus Sensational Beauty

...that's why Hudsons stay young so long!



Hudsons are so sweeping in line . . . so advanced in styling and modern in design . . . that you naturally know they set the pace in beauty for years to come!

BUT CONSIDER the *brawn* under this beauty. Compare the rugged features above with any other car, at any price!

Then we invite you to visit your Hudson dealer and discover how Hudson's different way of building automobiles—with an exclusive recessed floor ("step-down" design)—gives you the *most room* in any car . . . America's *best ride* . . . and the greatest *safety* to be found in any automobile!

This great combination of Hudson advantages means new pleasure for you . . . more "like-new" miles of motoring—and puts Hudson among the leaders in resale value (as shown by Official Used Car Guide Books), exactly as you'd expect!

*Trade-mark and patents pending

HUDSON

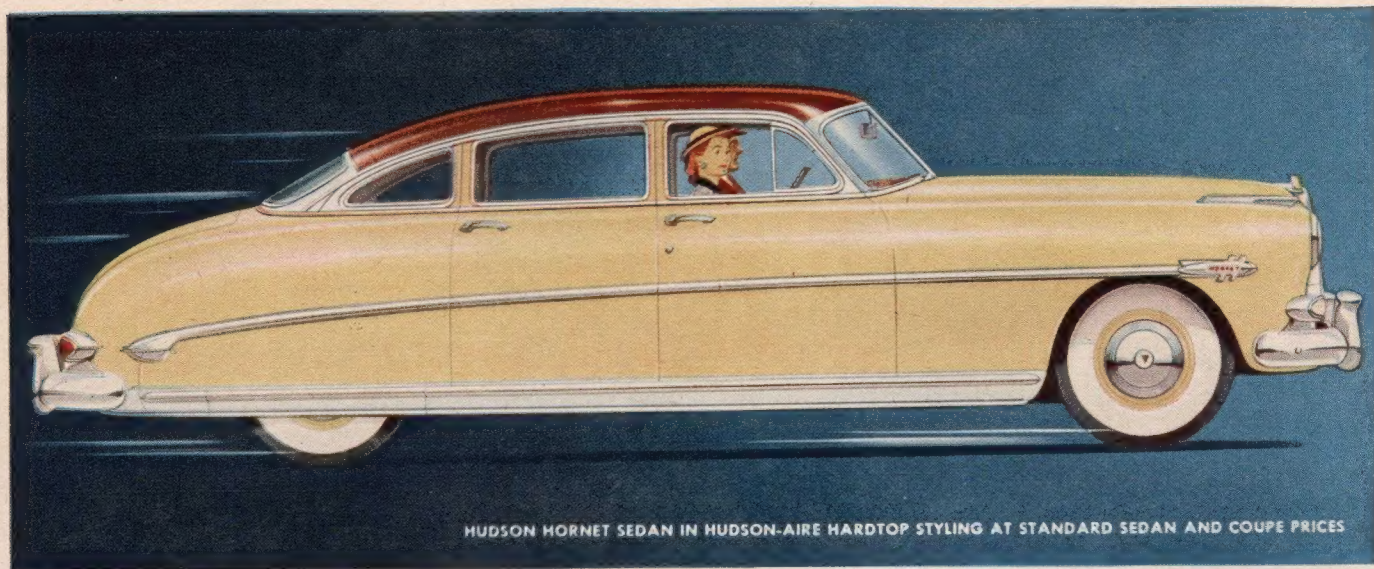
MOST ROOM! BEST RIDE! SAFEST!

NOW...3 GREAT SERIES

LOWER-PRICED PACEMAKER • FAMOUS SUPER • CUSTOM COMMODORE

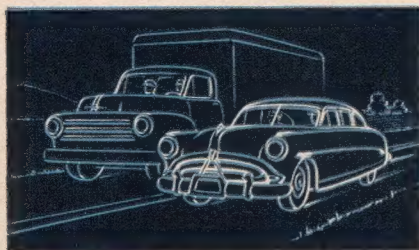
UNBELIEVABLE

...until you try it!

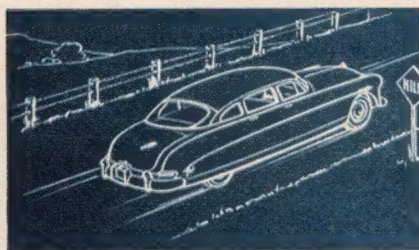


NEW! TWIN H-POWER

Sensational Engine Development!



Twin H-Power*, Hudson's new engine advance, features a multiple-fueling system that steps up power by developing more energy from every drop of gasoline!



From a standing start, through the speeds you use every day, Twin H-Power is like harnessed lightning—yet smooth as satin. There's eager energy to meet any driving situation.



With all this power, Hudson brings you the surest, safest motoring known. Exclusive "step-down" design provides America's lowest center of gravity for the world's best and safest ride!

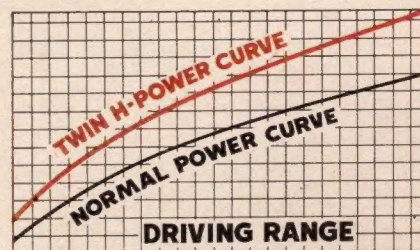
HUDSON

HUDSON HORNET • HUDSON WASP • COMMODORE SIX

*Twin H-Power is available at slight extra cost on the fabulous Hudson Hornet, spectacular Hudson Wasp and luxurious Commodore Six.

Overdrive or new Dual-Range Hydra-Matic Drive and Solex Safety Glass (tinted, anti-glare) available on all models at extra cost.

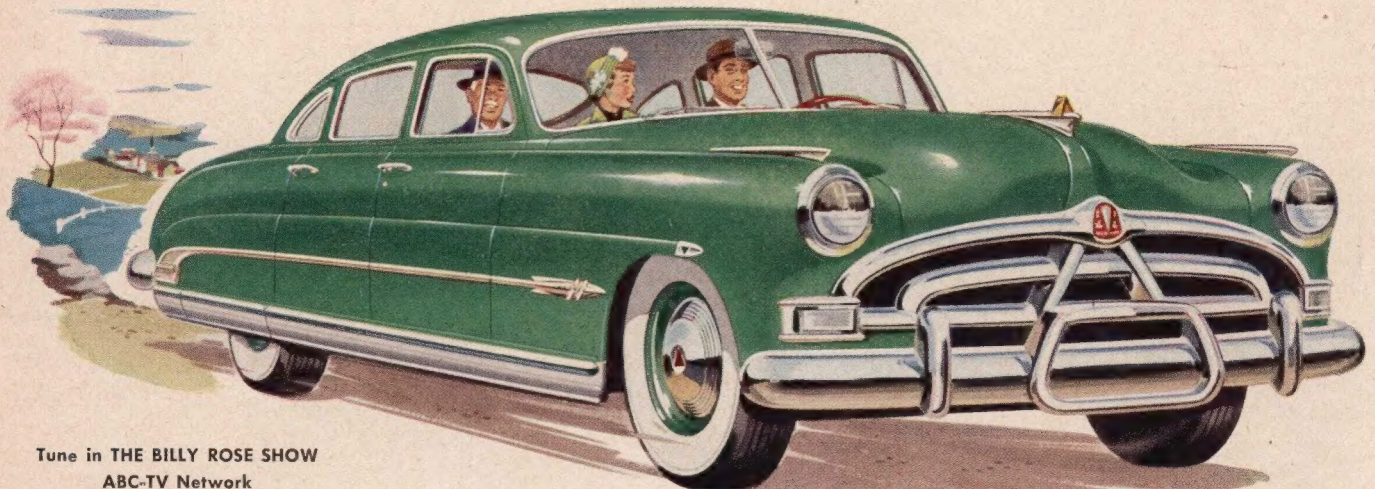
Standard trim and other specifications and accessories subject to change without notice.



In every driving range, Twin H-Power gives you motoring so delightful it's unbelievable until you try it! Visit your dealer—or phone him to bring a Hudson to your door.

It's New! Only Hudson has...

Miracle H-Power



Tune in THE BILLY ROSE SHOW
ABC-TV Network

Sensational new H-145 engine in the fabulous

NEW HUDSON HORNET

THERE's never been anything like it! And the beauty of it is, you needn't take our word for it!

All you need do is drive the fabulous new Hudson Hornet—experience the thrilling get-up-and-go of miracle H-Power—found only in Hudson.

Then notice that the sensational new high-compression H-145 engine that supplies this *performance unlimited* is as quiet and smooth as a sea gull in a glide!

Remember that this amazing H-145 engine is simple in design for low

upkeep cost and trouble-free operation. And—it is built to outlast any other engine on the market!

The spectacular new Hudson Hornet itself is breath-takingly beautiful—gracefully streamlined, with the newest in luxury inside!

And it is “step-down” designed—lowest built for the world's best and safest ride!

See your Hudson dealer—see for yourself that there's never been anything like Miracle H-Power and the fabulous new Hudson Hornet!



Important today—
perhaps
VITAL tomorrow

All Hudsons give high-compression performance on REGULAR GAS!

Hudson... most **DURABLE** car your money can buy!